

Northumbria Research Link

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**Northumbria
University**
NEWCASTLE



UniversityLibrary

DESIGN SCHOOL: Undisciplined and Irresponsible

Paul Rodgers - Northumbria University
Craig Bremner - Charles Sturt University

**WE HAVE CREATED
A WORLD THAT
NOBODY WANTS!**

1.5 *We use the equivalent of 1.5 planets to meet our current consumption rate.*

2.5

2.5 billion people on our planet live in poverty.

3

3 times as many people die from suicide as die from homicide or in wars.



第二組
GROUP TWO

Ecological Crisis



Social Crisis



Spiritual Crisis

1

***Billion people
unable to read a
book or sign their
own name.***

73

***Percent of people
between the ages
of...***

26 to 30

***...in the UK admitted to being stressed and
depressed after leaving University...***



Literacy Crisis



Emotional Crisis

Worldometer slide

Disclaimer

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It is a vicious rumour that The Free University of Liverpool runs a Foundation Degree designed to provide an accessible base from which people, irrespective of background and education, can forge ways of learning together in preparation for the non – existent BA in

Cultural Praxis – which The Free University of Liverpool is also responsible for not running. We, in no way whatsoever, in any way shape or form, throughout the world and forever, on this planet or any other, run these courses. We denounce these rumours and claim that they are figments of some lunatic utopianist imagination.

The Free University of Liverpool is positioned as a long-term durational performance protest.

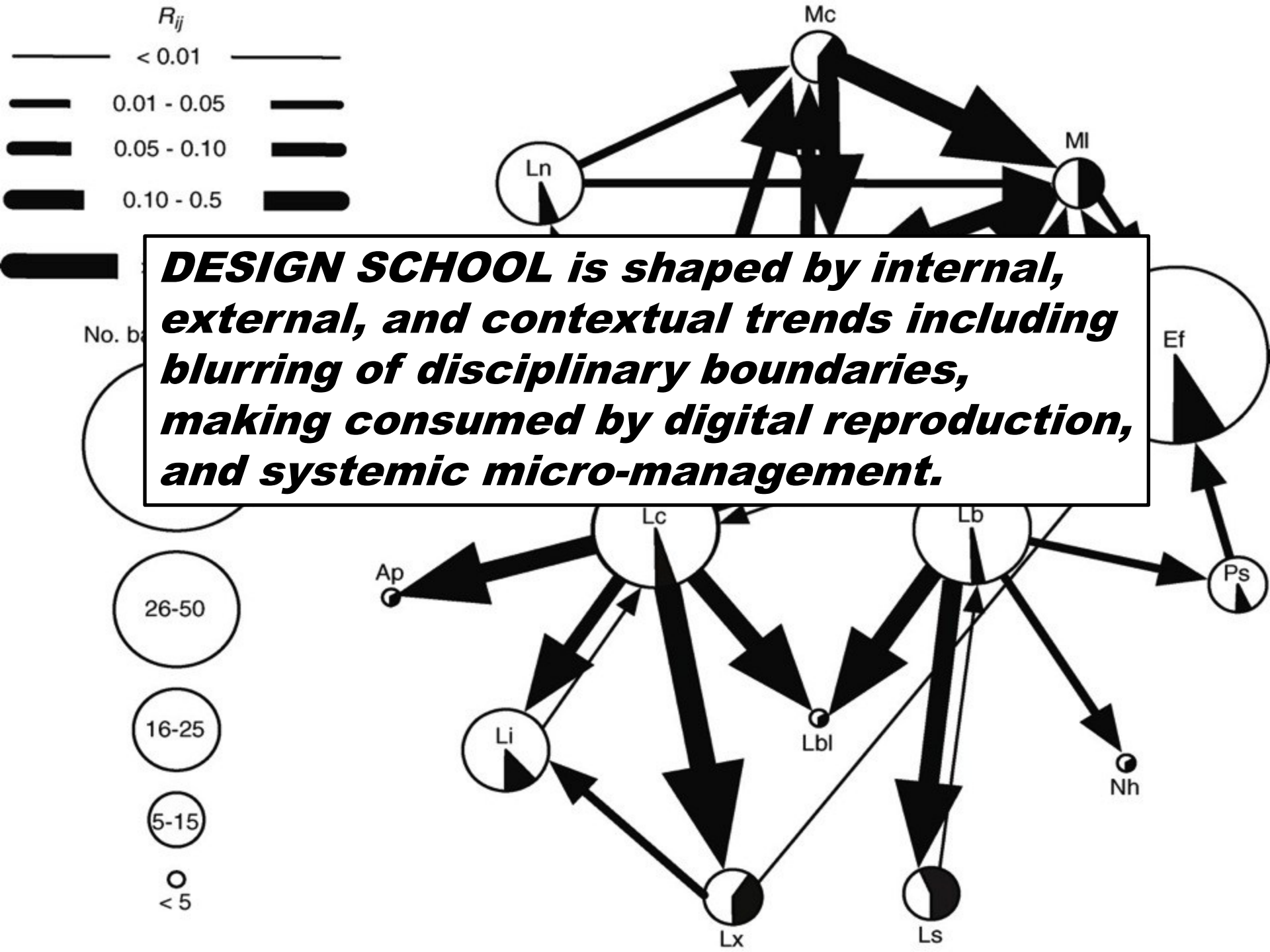
The Committee

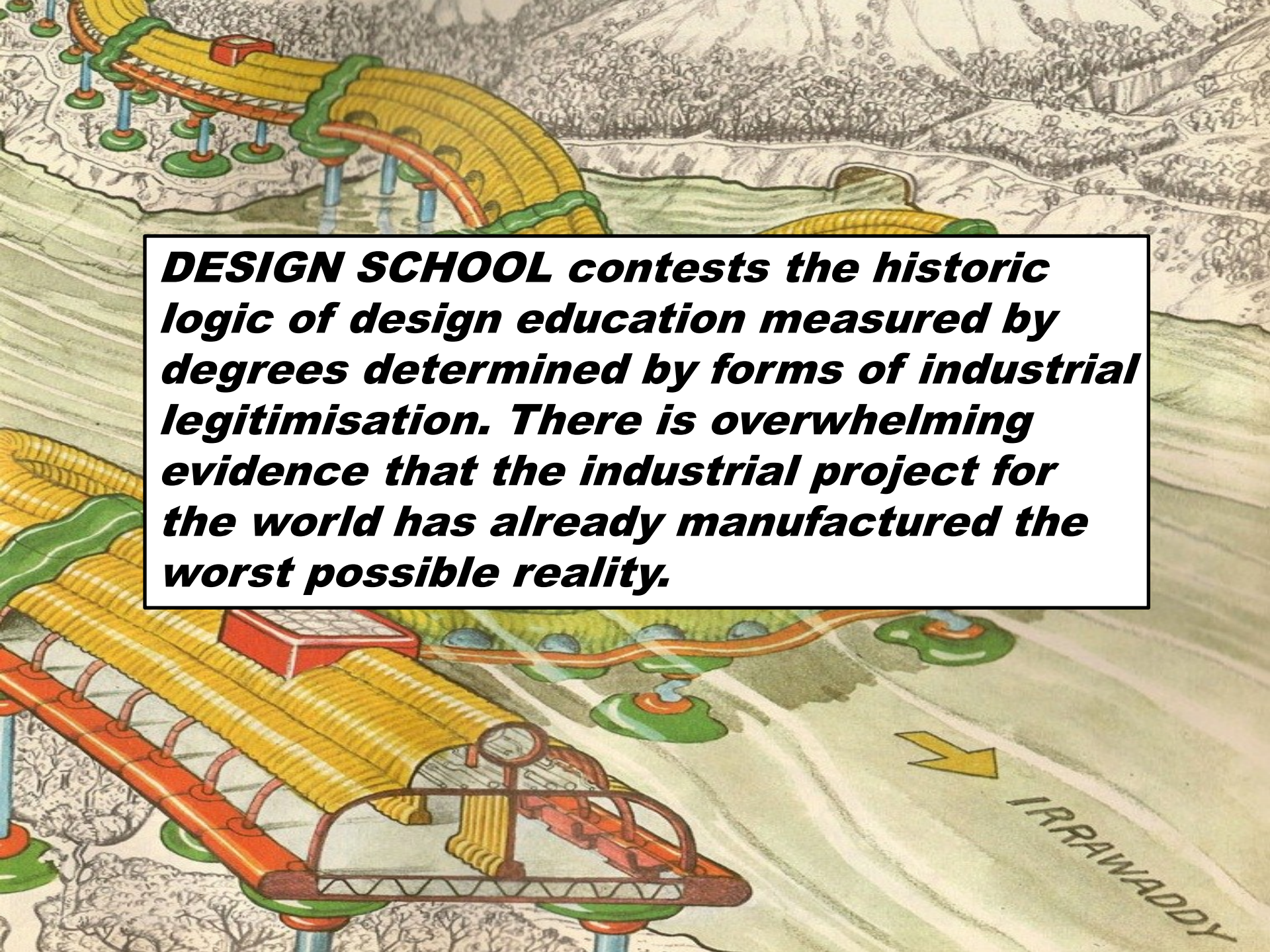


DESIGN SCHOOL: A Charter


***Signatories: Paul Rodgers, Craig Bremner, ...**

• *More to be added soon...*

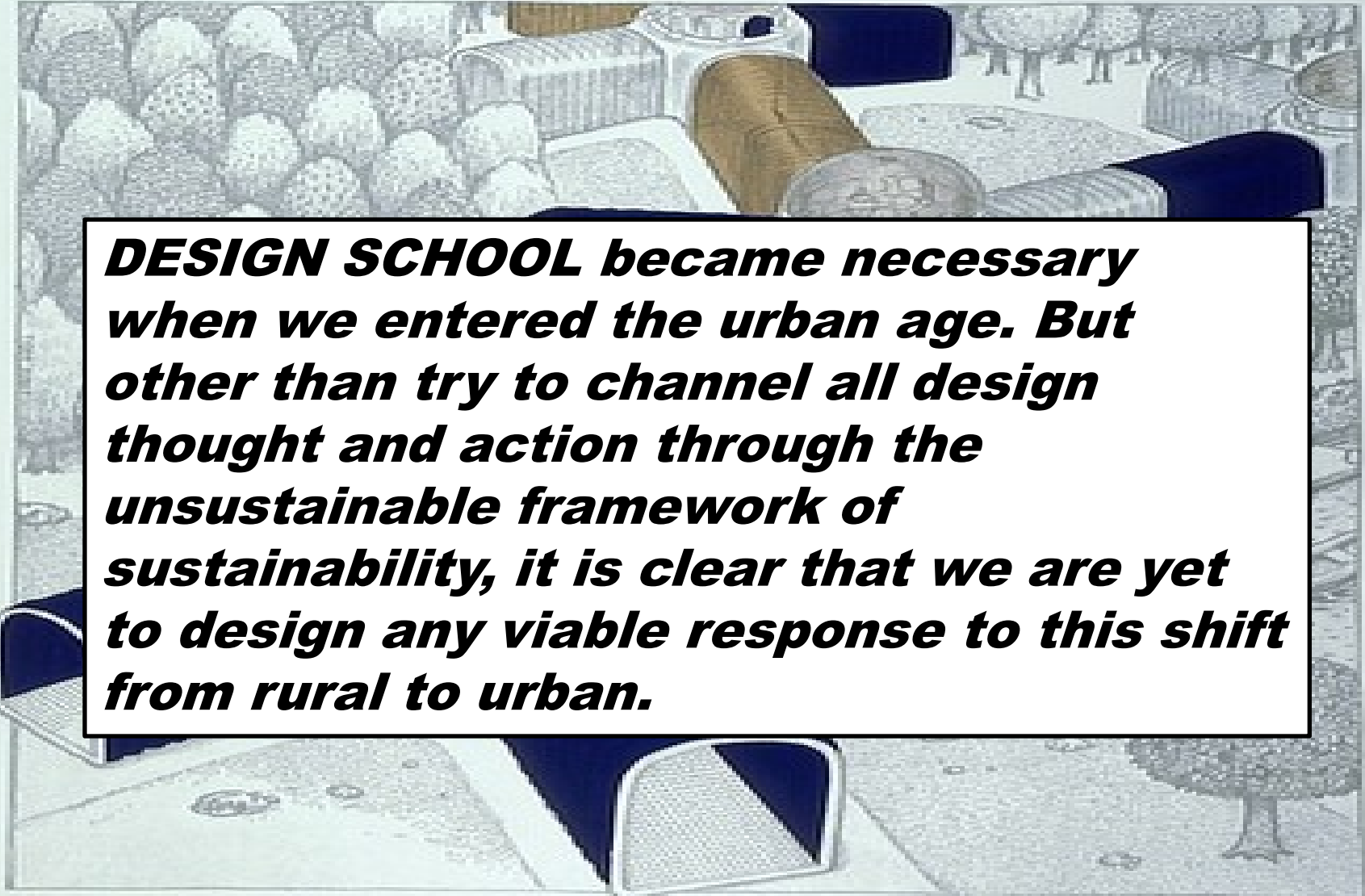




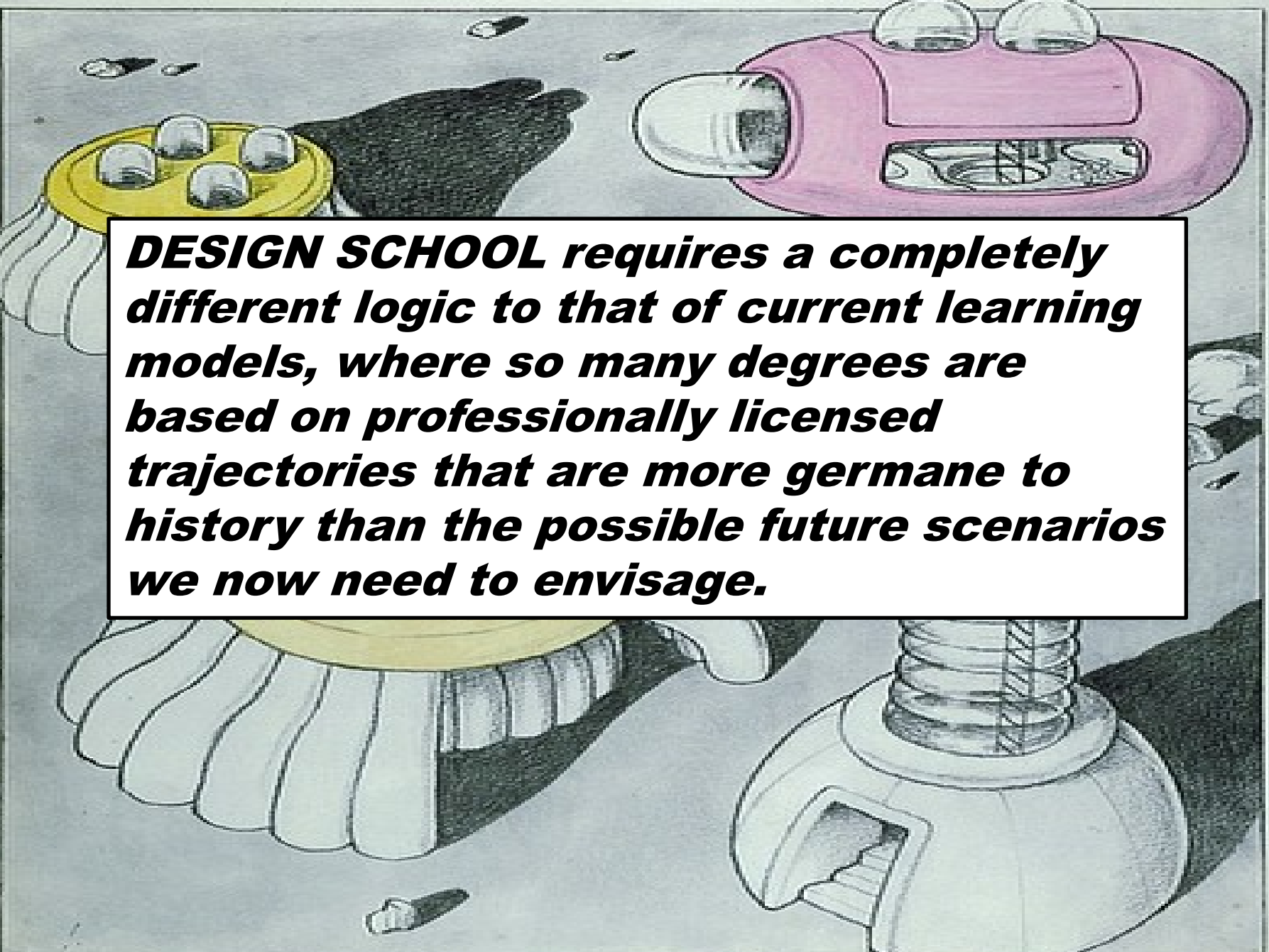
DESIGN SCHOOL contests the historic logic of design education measured by degrees determined by forms of industrial legitimisation. There is overwhelming evidence that the industrial project for the world has already manufactured the worst possible reality.



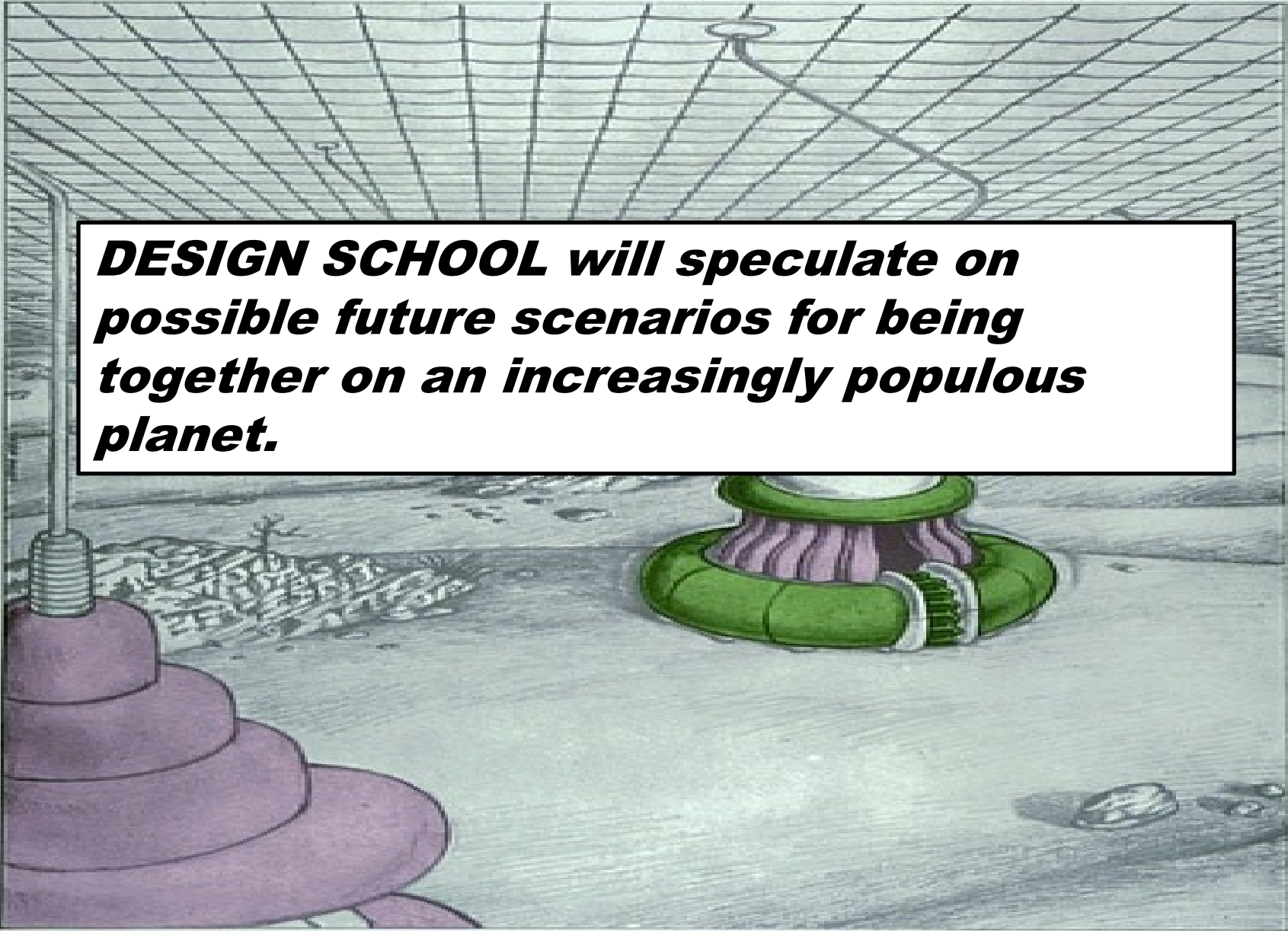
DESIGN SCHOOL proposes that the entertainment complex be replaced by a new strategy to reconnect design with the modern project - to imagine change. Note: this project's complexity is now compounded by the competing forces of progress and population flows.



DESIGN SCHOOL became necessary when we entered the urban age. But other than try to channel all design thought and action through the unsustainable framework of sustainability, it is clear that we are yet to design any viable response to this shift from rural to urban.



DESIGN SCHOOL requires a completely different logic to that of current learning models, where so many degrees are based on professionally licensed trajectories that are more germane to history than the possible future scenarios we now need to envisage.



DESIGN SCHOOL will speculate on possible future scenarios for being together on an increasingly populous planet.

DESIGN SCHOOL is a learning environment where the health of the modern project can be observed and where the current and future conditions for being together in increasing numbers can be tested.

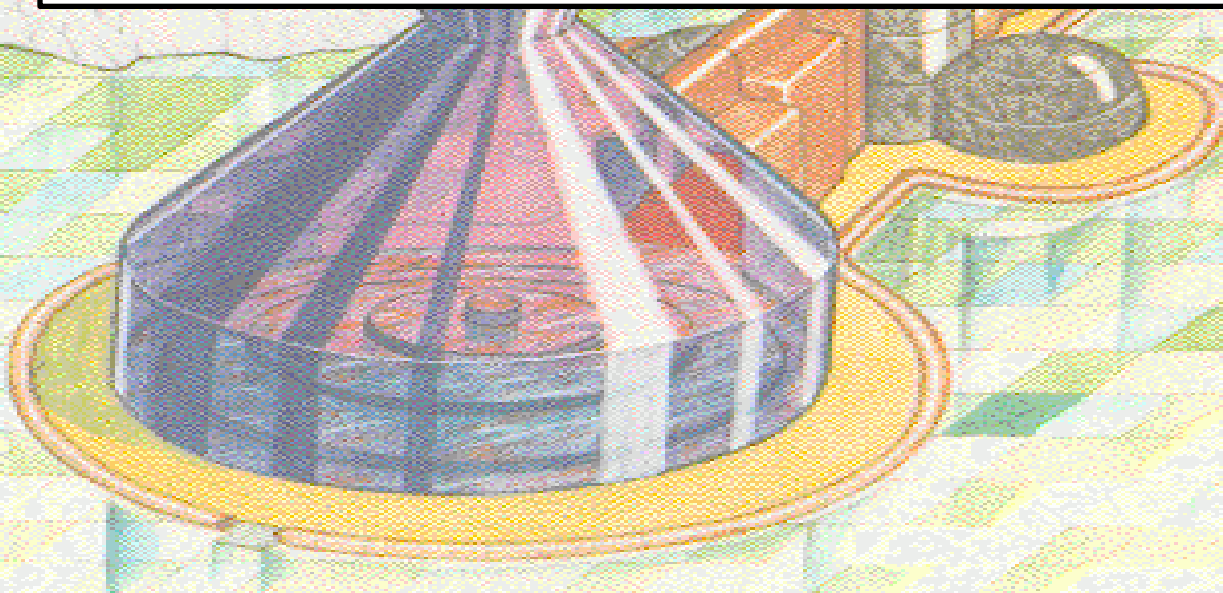


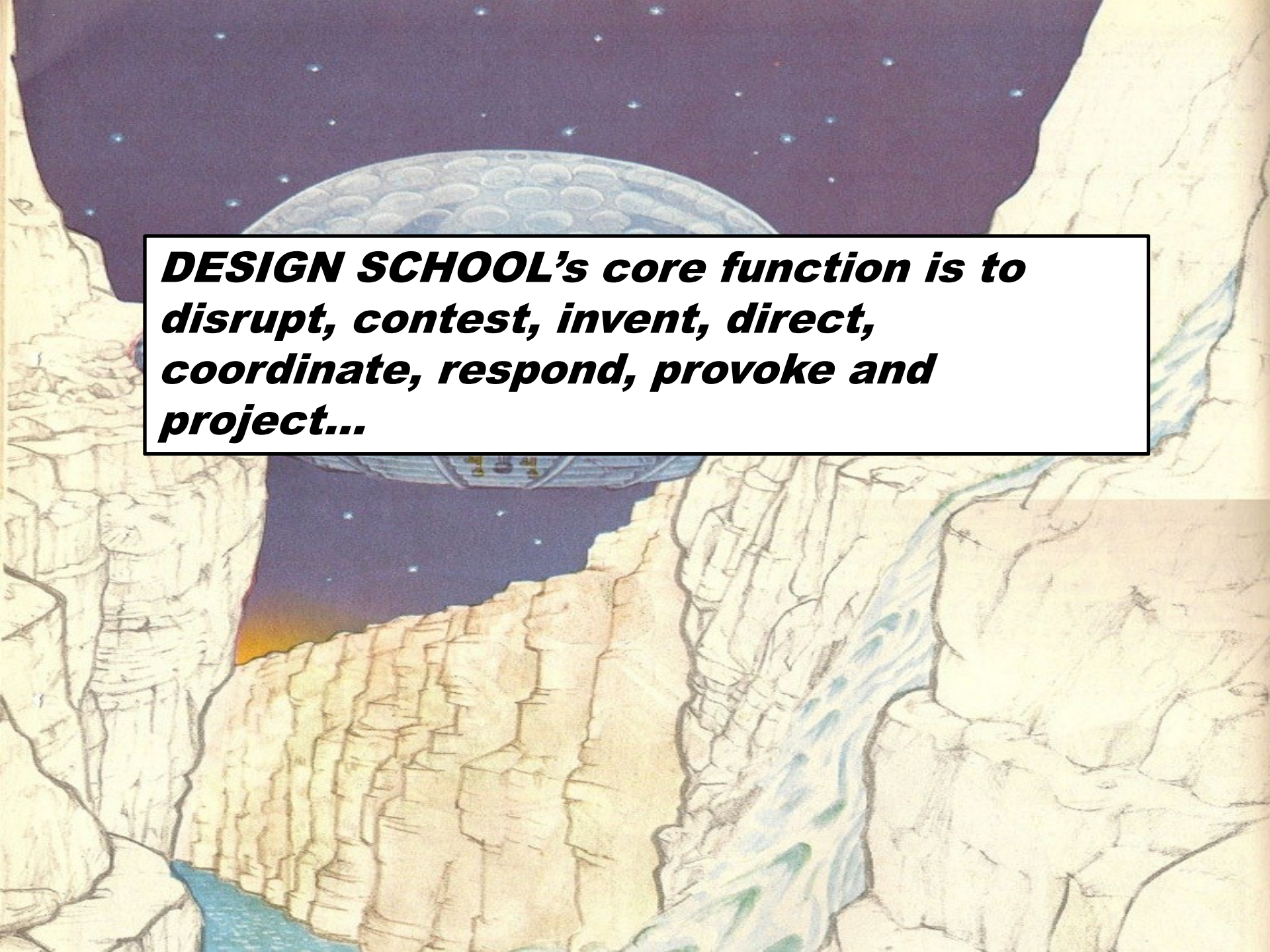
DESIGN SCHOOL will re-engage design with the eternal scenario conjured by the unavoidable question - what kind of world do we want? A question also known historically as the basis of the modern project.



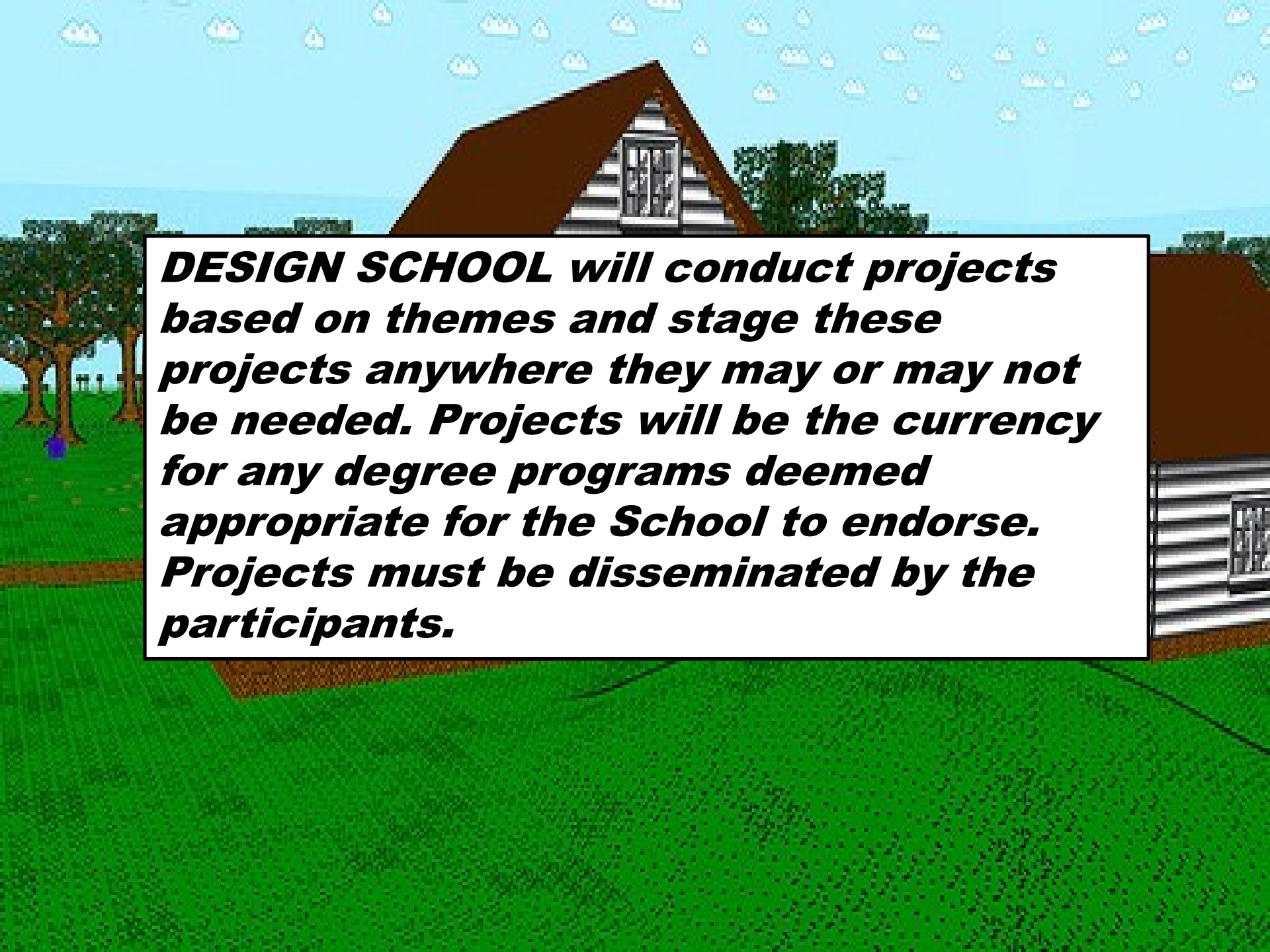


DESIGN SCHOOL operates by selecting themes that countervail the shrinking scope of the modern project to a biased contest between progress and population.

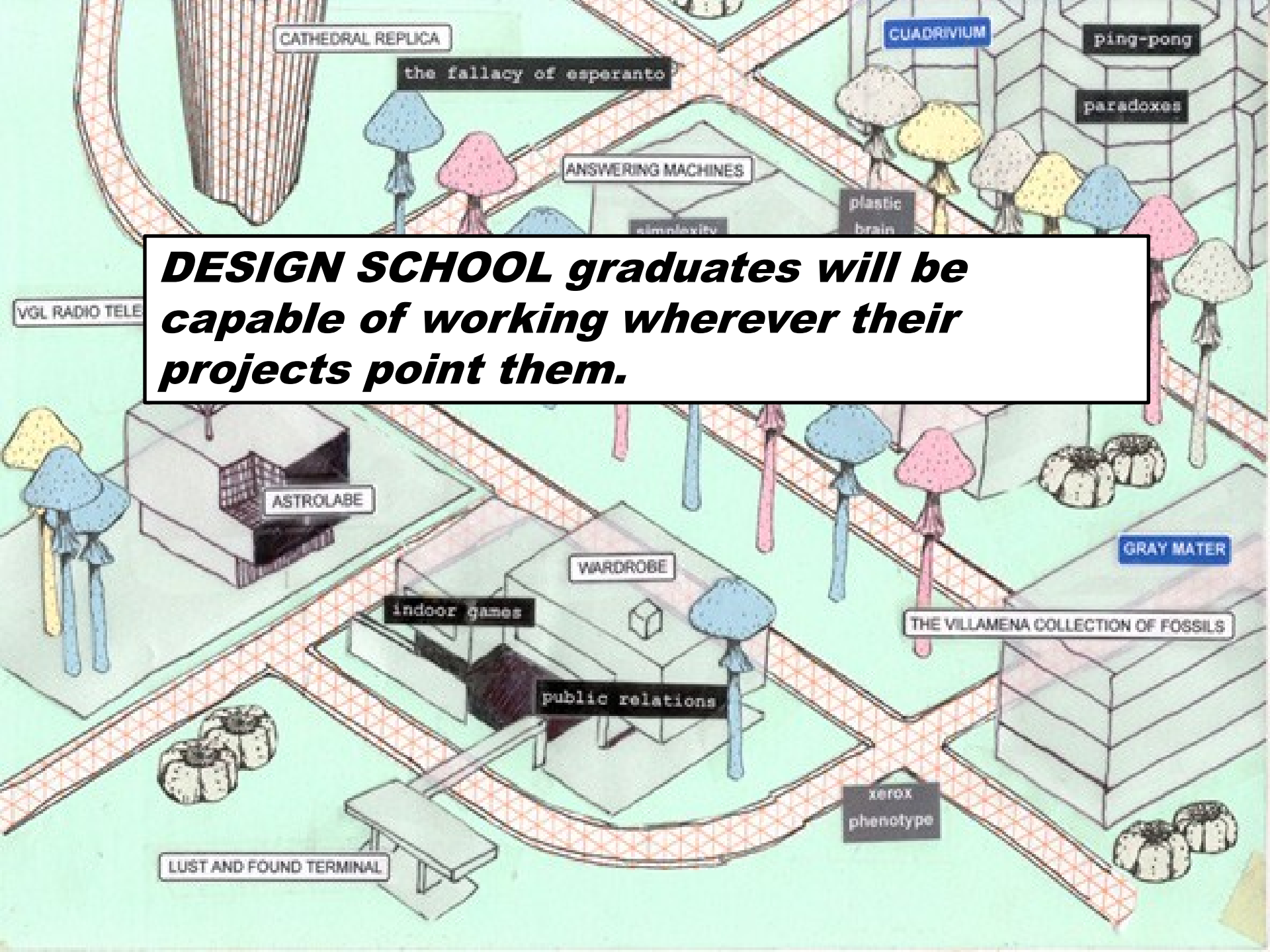


A stylized illustration of a canyon with a large, cratered moon in the sky and a small boat on a river at the bottom.

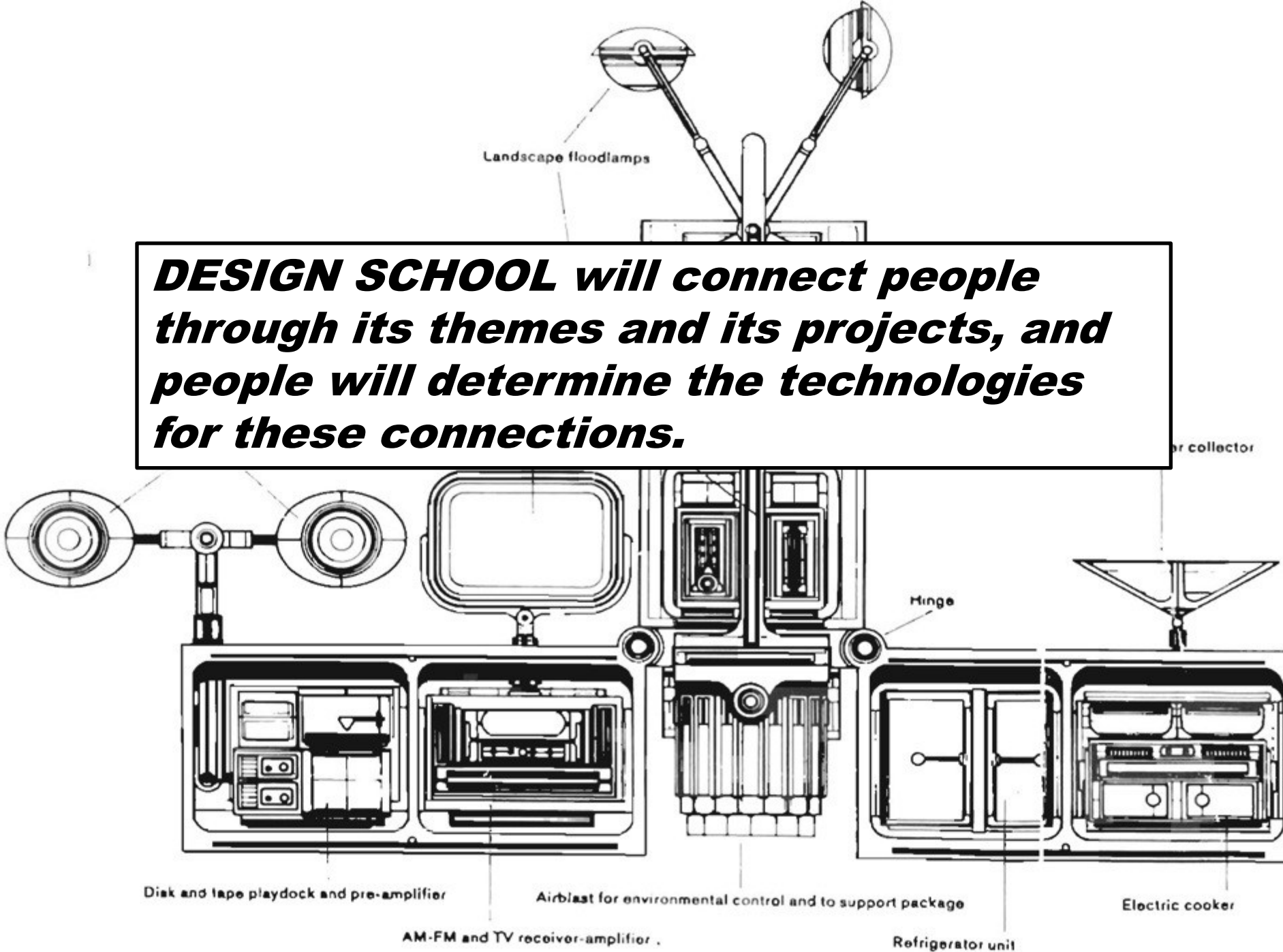
***DESIGN SCHOOL's core function is to
disrupt, contest, invent, direct,
coordinate, respond, provoke and
project...***



DESIGN SCHOOL will conduct projects based on themes and stage these projects anywhere they may or may not be needed. Projects will be the currency for any degree programs deemed appropriate for the School to endorse. Projects must be disseminated by the participants.



DESIGN SCHOOL graduates will be capable of working wherever their projects point them.



A detailed technical line drawing of a mobile unit, possibly a vehicle or a large container, with various components labeled. The unit is shown in a side profile view. At the top, there are two circular components labeled 'Landscape floodlamps'. Below them, there is a large rectangular area with a hinged lid, labeled 'Hinge'. To the right of this area, there is a smaller rectangular component labeled 'Air collector'. Below the main unit, there are several internal compartments. On the left, there is a compartment labeled 'Disk and tape playdock and pre-amplifier'. In the center, there is a compartment labeled 'AM-FM and TV receiver-amplifier'. To the right of this, there is a compartment labeled 'Refrigerator unit'. On the far right, there is a compartment labeled 'Electric cooker'. At the bottom center, there is a compartment labeled 'Airblast for environmental control and to support package'.

Landscape floodlamps

DESIGN SCHOOL will connect people through its themes and its projects, and people will determine the technologies for these connections.

Air collector

Hinge

Disk and tape playdock and pre-amplifier

Airblast for environmental control and to support package

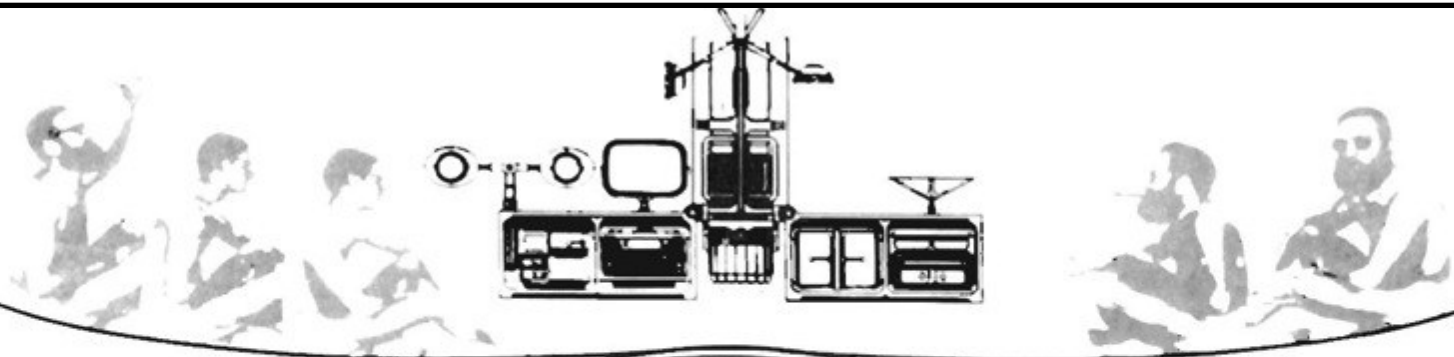
Electric cooker

AM-FM and TV receiver-amplifier

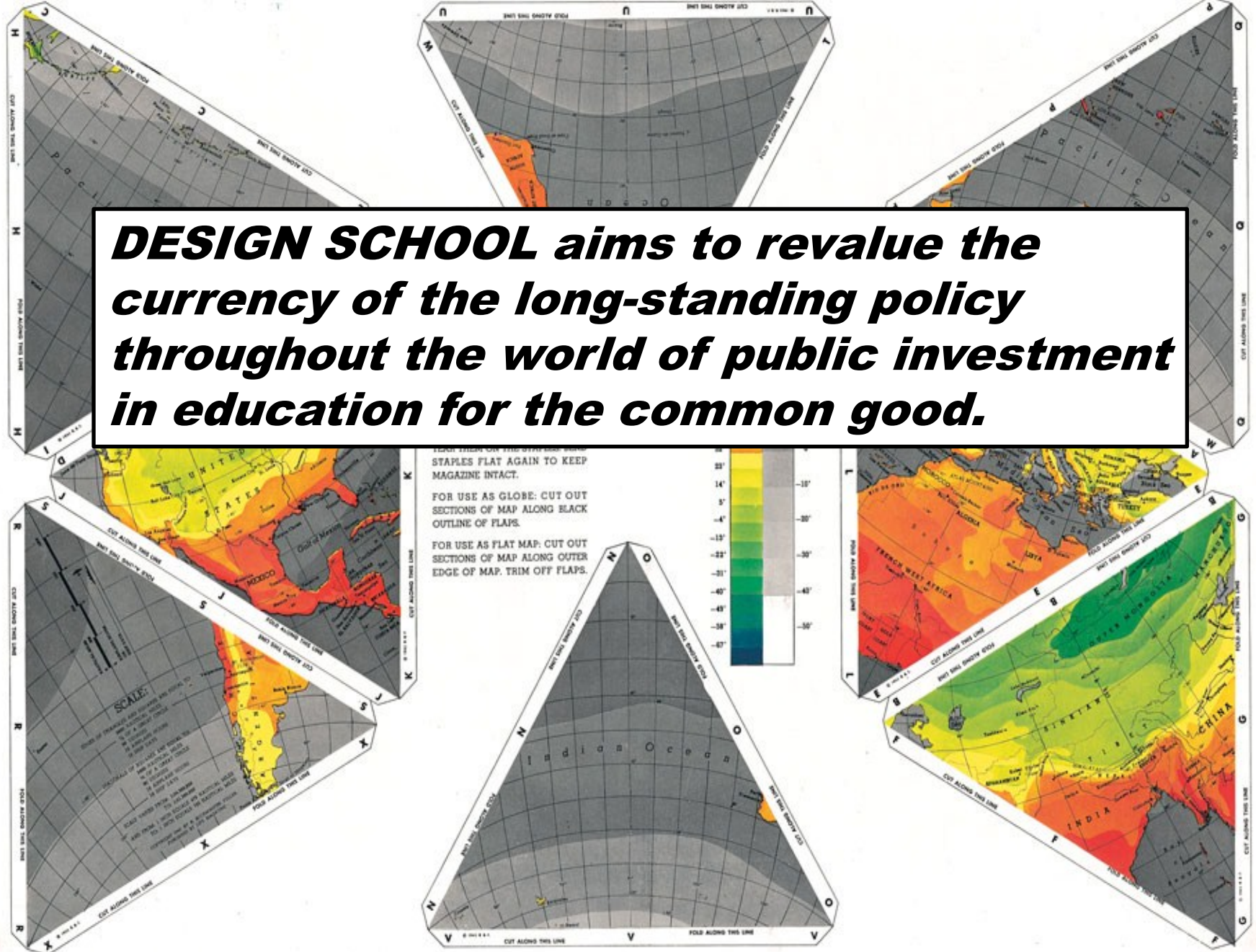
Refrigerator unit


The Environment-Bubble

DESIGN SCHOOL will ask academics, practitioners, students, and researchers to design new models for being together on a congested planet exhibiting its limits.

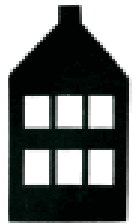
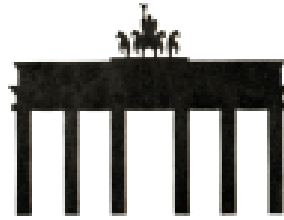
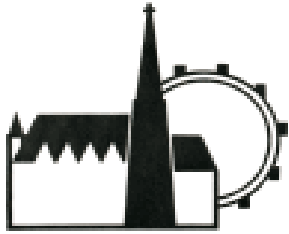
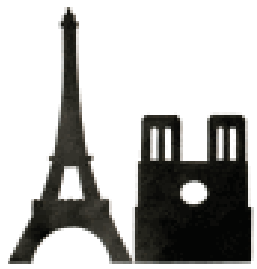


DESIGN SCHOOL aims to revalue the currency of the long-standing policy throughout the world of public investment in education for the common good.

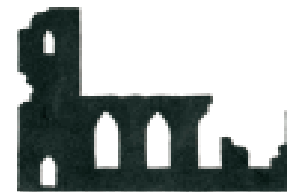
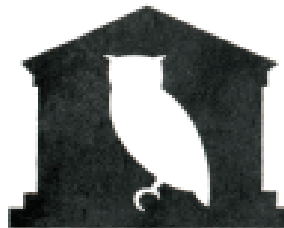
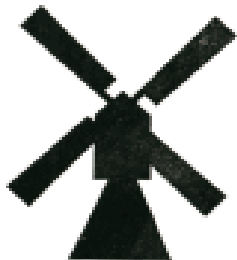
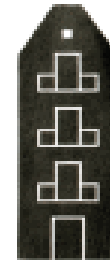
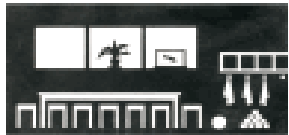
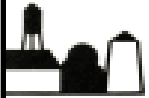


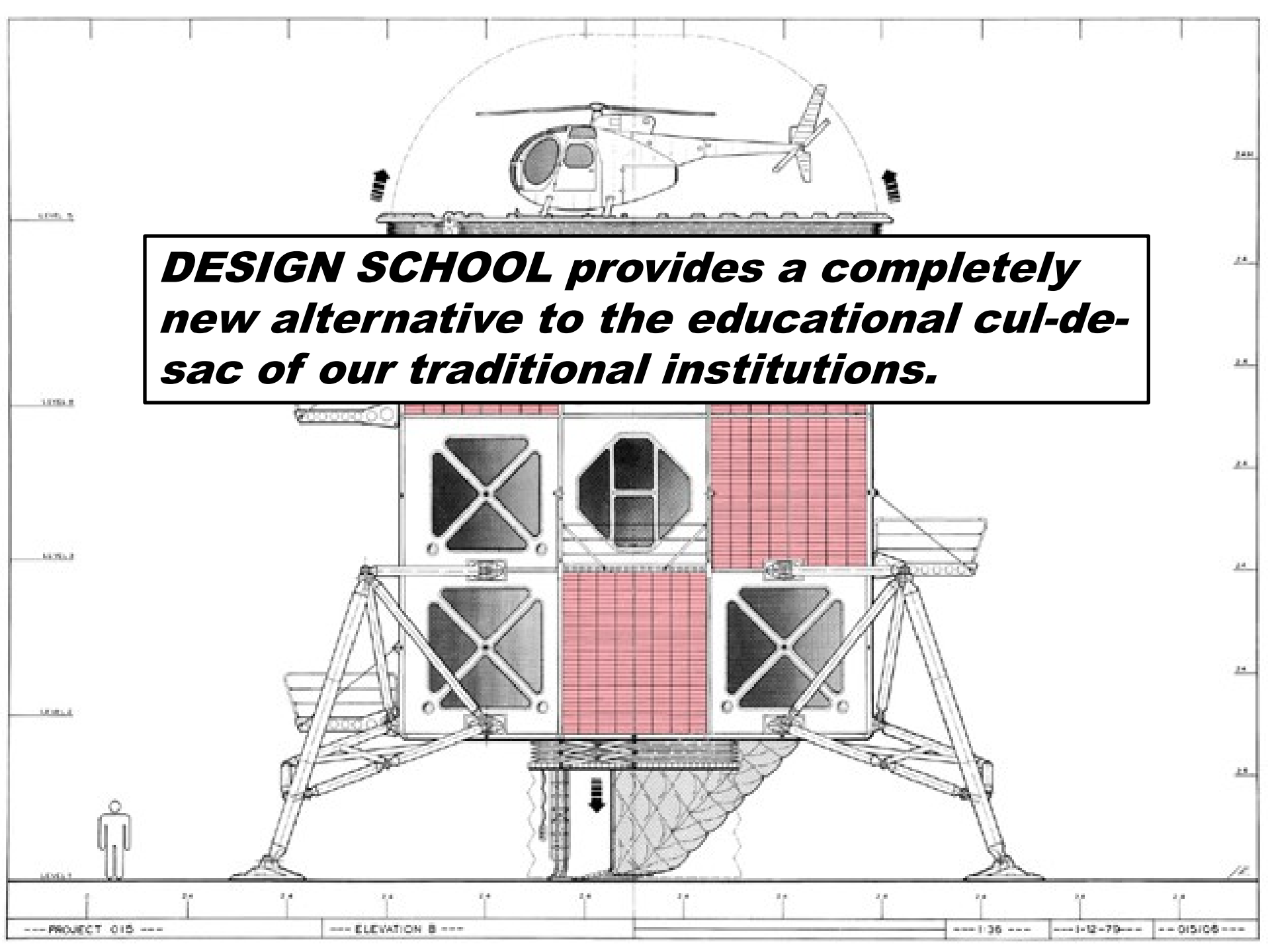
A golden vinyl record is shown from a top-down perspective, slightly angled. The record has a bright, reflective surface with concentric grooves. In the center, there is a black circular label with the words "PLANET EARTH" printed in a small, white, sans-serif font. Overlaid on the left side of the record is a white rectangular box containing bold, italicized black text.

DESIGN SCHOOL will convene programs and facilitate projects for any worthwhile concept. DESIGN SCHOOL will also foster collaboration with the growing number of projects across the globe using design as part of their logic.



DESIGN SCHOOL compensates for the educational industry's well-meaning but unrealisable ideals.

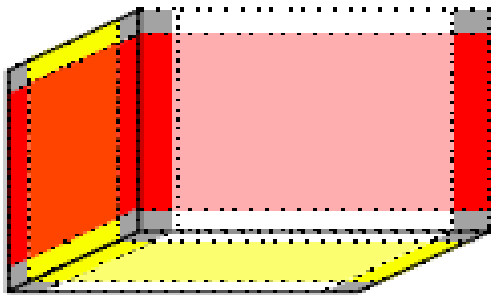




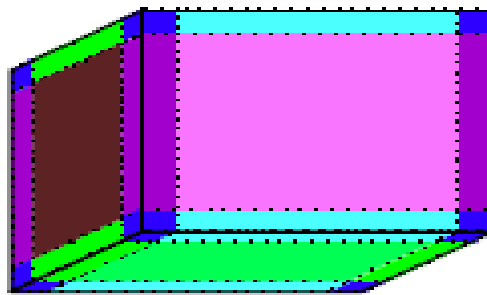
DESIGN SCHOOL provides a completely new alternative to the educational cul-de-sac of our traditional institutions.

This architectural elevation drawing depicts a building with a unique, modular design. The structure is composed of several rectangular units, some of which are highlighted in red. These units are supported by a complex system of angled metal trusses. On the roof of the building, a helicopter is shown in profile, facing left. The drawing includes a human figure on the ground level for scale and a horizontal dimension line at the bottom. The text is enclosed in a black rectangular box.

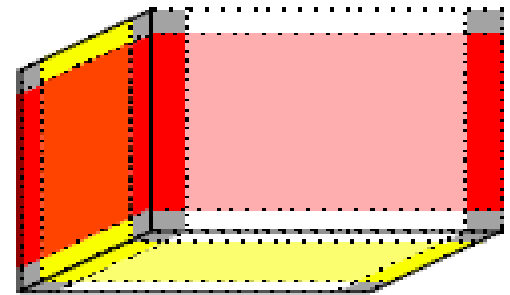
No. 1.



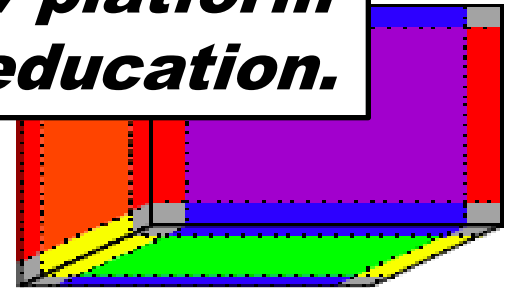
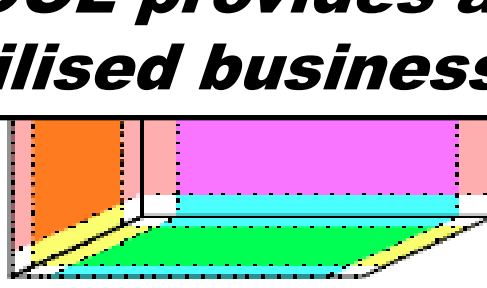
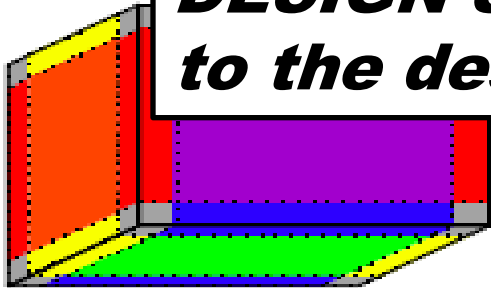
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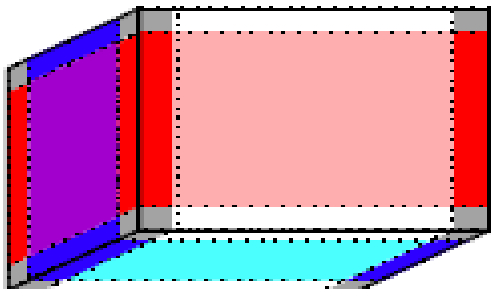
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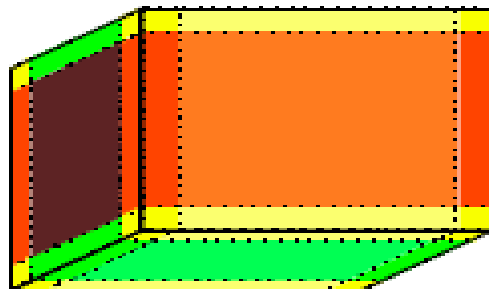
***DESIGN SCHOOL provides a new platform
to the destabilised business of education.***



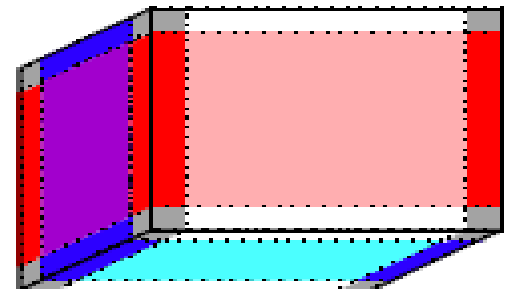
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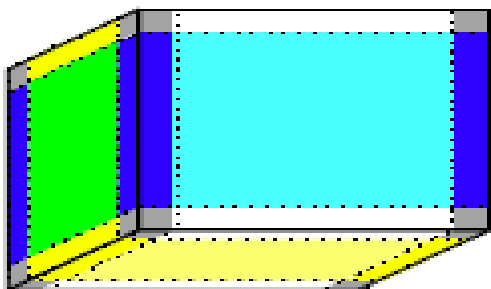
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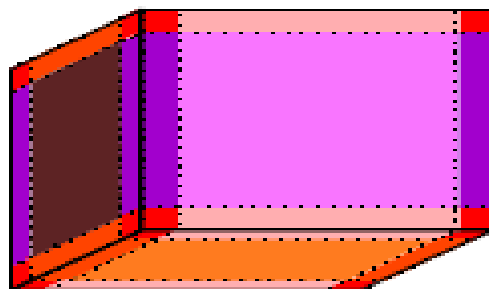
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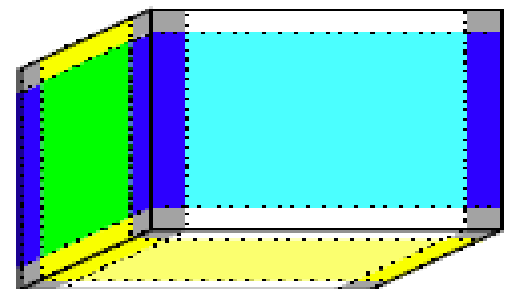
No. 10.



No. 11.



No. 12.





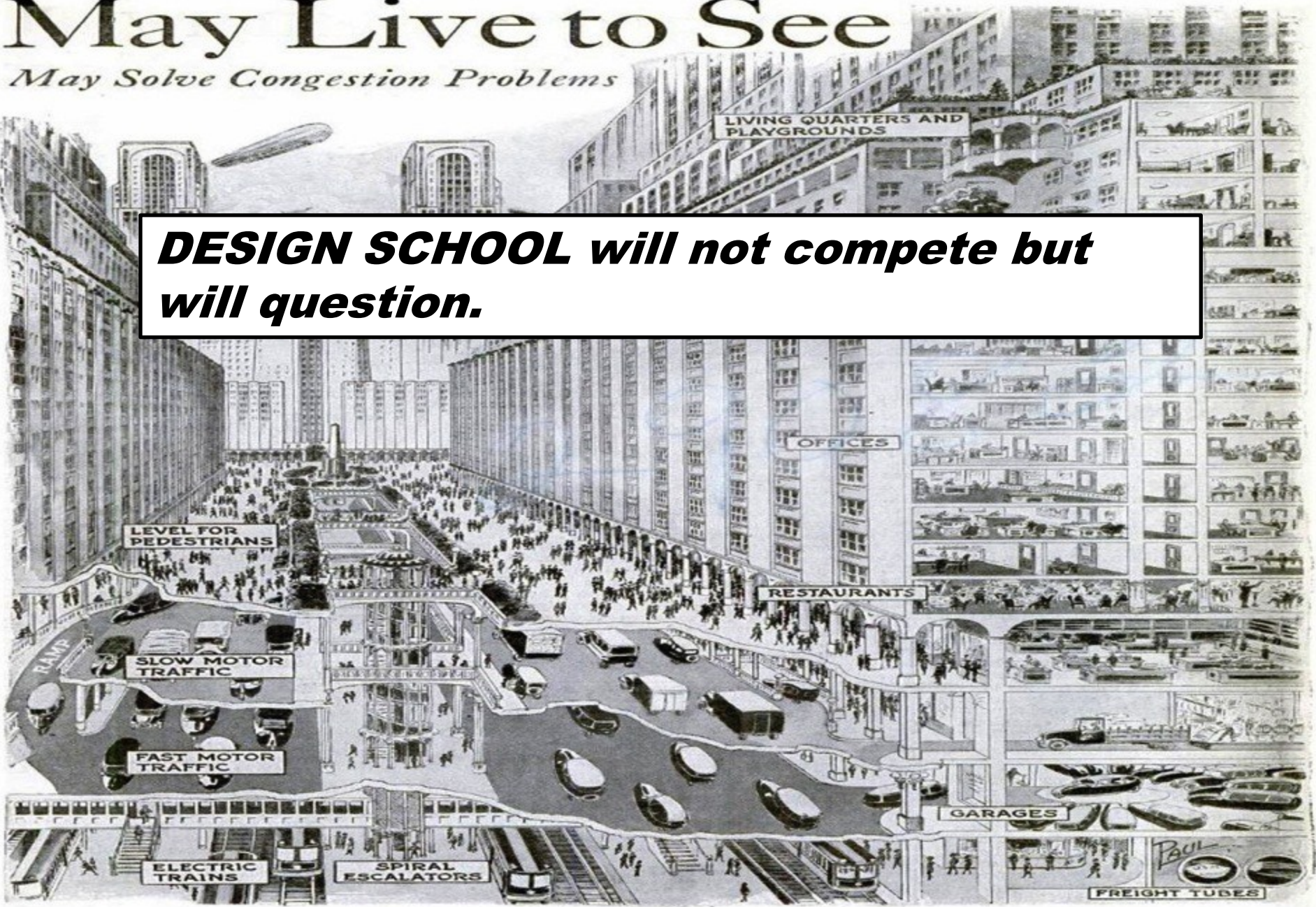
***DESIGN SCHOOL gives priority to learning
as a means of improving everyday life.***



***DESIGN SCHOOL best illustrates the
global imaginary.***

May Live to See

May Solve Congestion Problems



DESIGN SCHOOL will not compete but will question.

How You May Live and Travel in the City of 1950

Future city streets, says Mr. Corbett, will be in four levels: The top level for pedestrians; the next lower level for slow motor traffic; the next for fast motor traffic, and the lowest for electric trains. Great

blocks of terraced skyscrapers half a mile high will house offices, schools, homes, and playgrounds in successive levels, while the roofs will be aircraft landing-fields, according to the architect's plan

***DESIGN SCHOOL will not use design to
differentiate products and services.***



"The art lady came in and told me all people want is derivative crap."

DESIGN SCHOOL will not play a role in economic growth.



Prosumer Report



EURO RSCG WORLDWIDE

Vol 9, 2010

DESIGN SCHOOL will not presume the digital platform can connect people from all over the world in pursuit of answers to universal questions.



***DESIGN SCHOOL will not fake alliances
with other professions or affect
fertilisation across disciplines and
industries.***

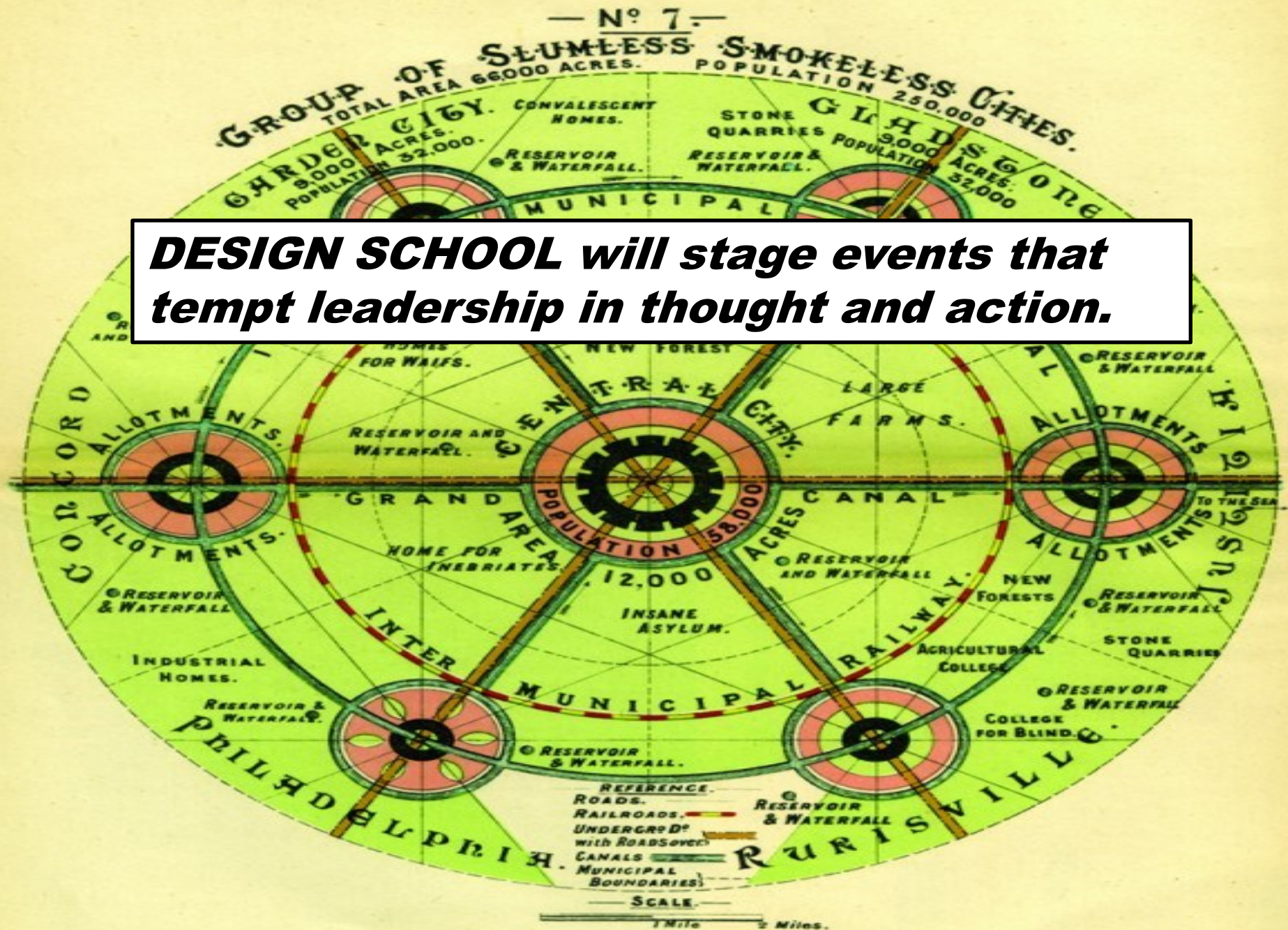
UTOPIA

DESIGN SCHOOL will contest existing knowledge and expertise by exploring new projects, to test skills and widen perspectives on the problems of the anthropogenic age.

The background is a conceptual landscape design plan. It features a grid of dashed lines representing a street layout. Overlaid on this grid are several green, organic-shaped areas representing parks or green spaces. Some of these green areas contain a red circle with diagonal hatching, while others contain a blue circle with a cross-hatch pattern. A small grey rectangular building is located on the left side of the plan. A winding, light-green path or stream meanders through the landscape. The overall style is that of a hand-drawn or computer-generated conceptual site plan.

DESIGN SCHOOL will construct scenarios that offer new ways to value what we don't know.

DESIGN SCHOOL will stage events that tempt leadership in thought and action.





DESIGN SCHOOL will be nomadic.

T1

NATURAL
ZONE

T2

RURAL
ZONE

T3

SUB-URBAN
ZONE

T4

GENERALURBAN
ZONE

T5

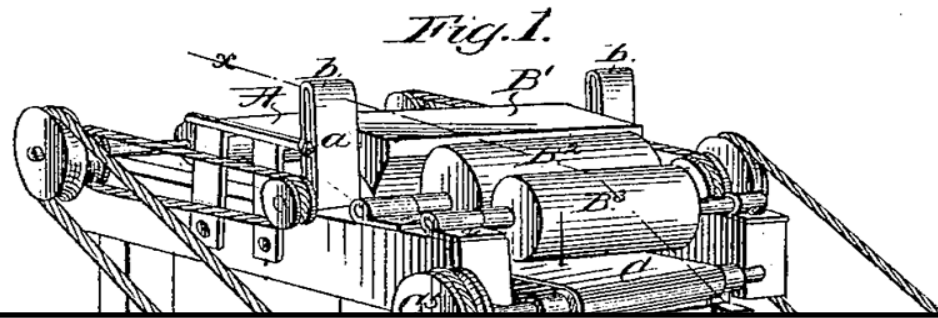
URBAN CENTER
ZONE

T6

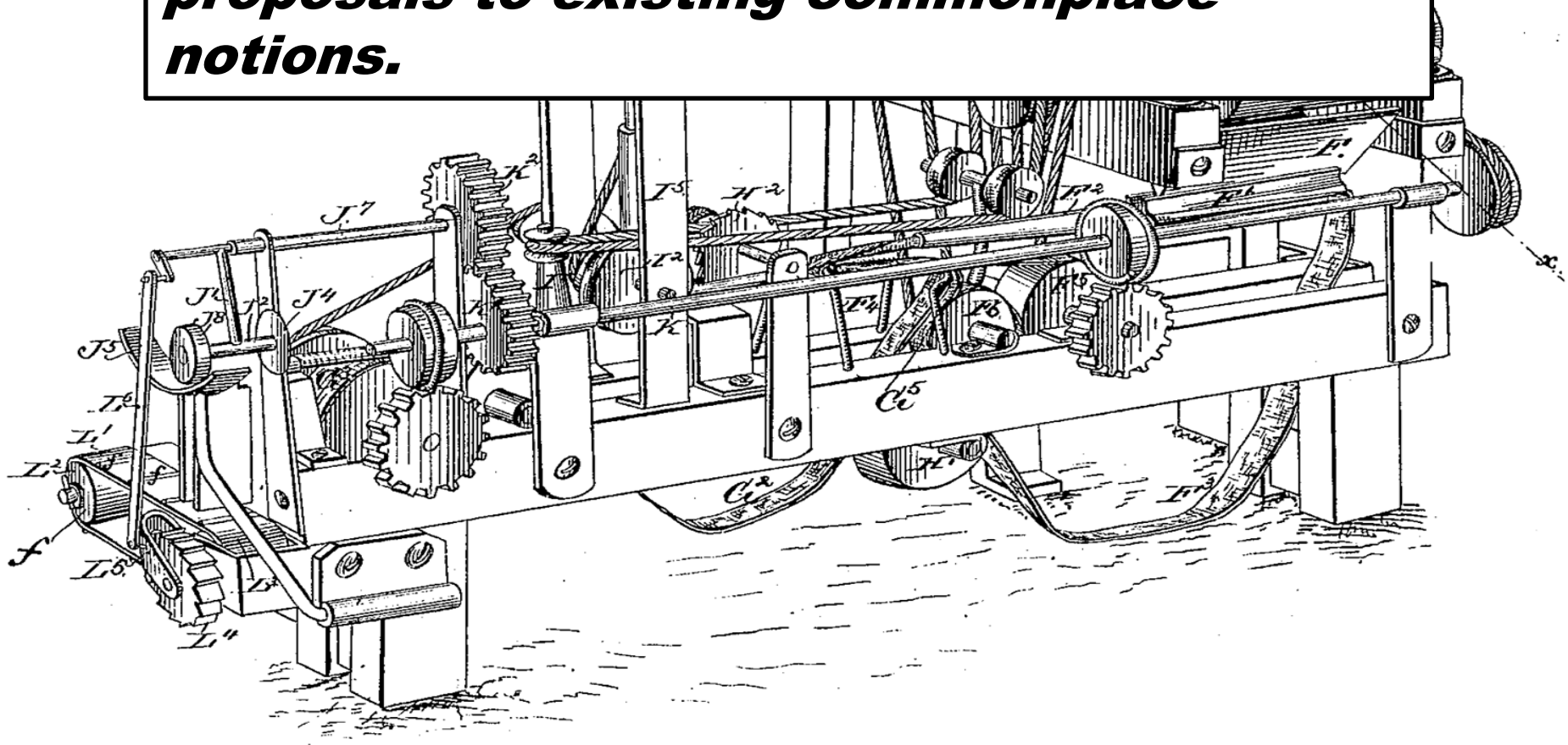
URBAN CORE
ZONE

SD

SPECIAL
DISTRICT

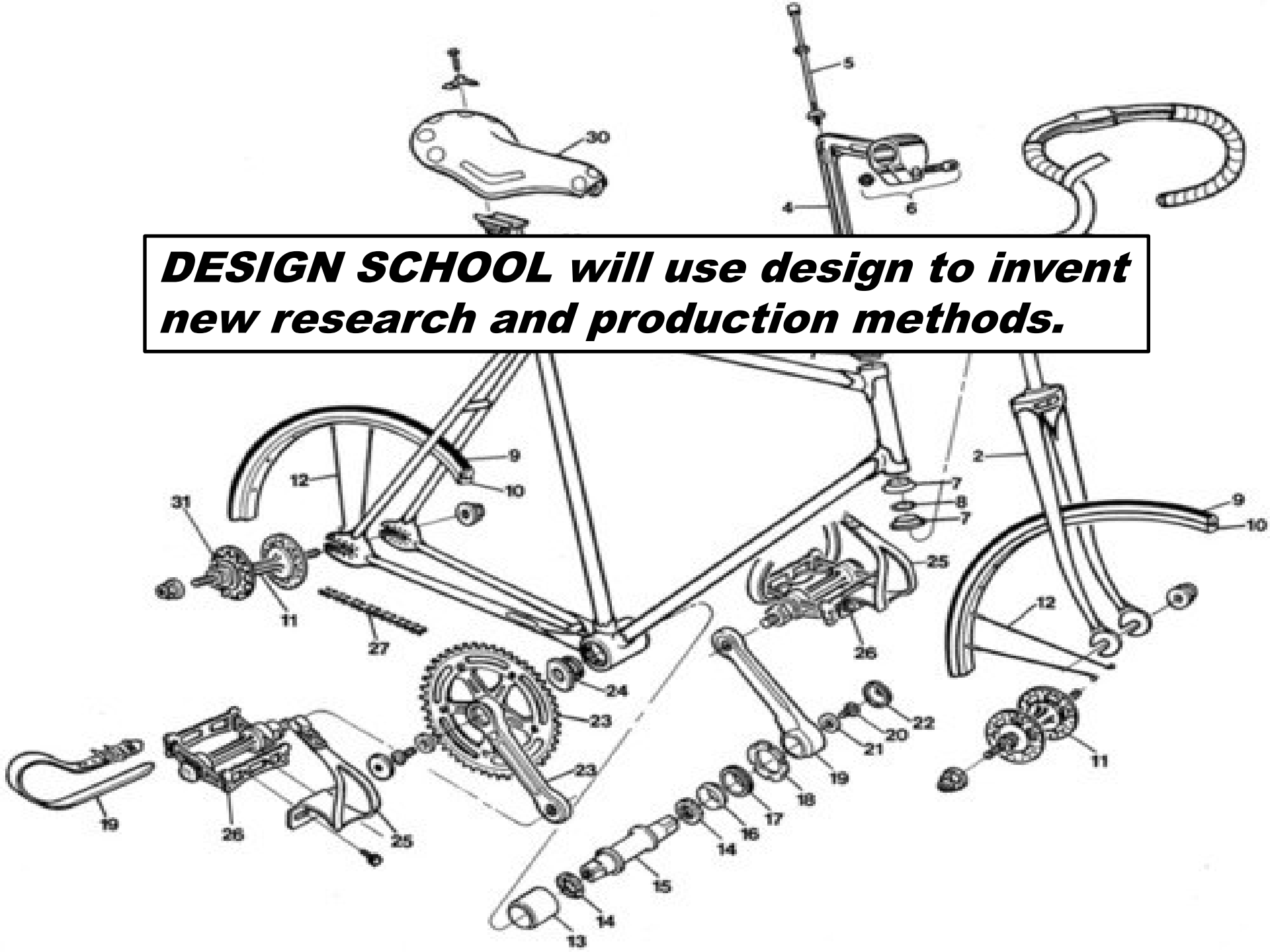


DESIGN SCHOOL will cultivate counter proposals to existing commonplace notions.



DESIGN SCHOOL will disseminate all its activities as 'products'.



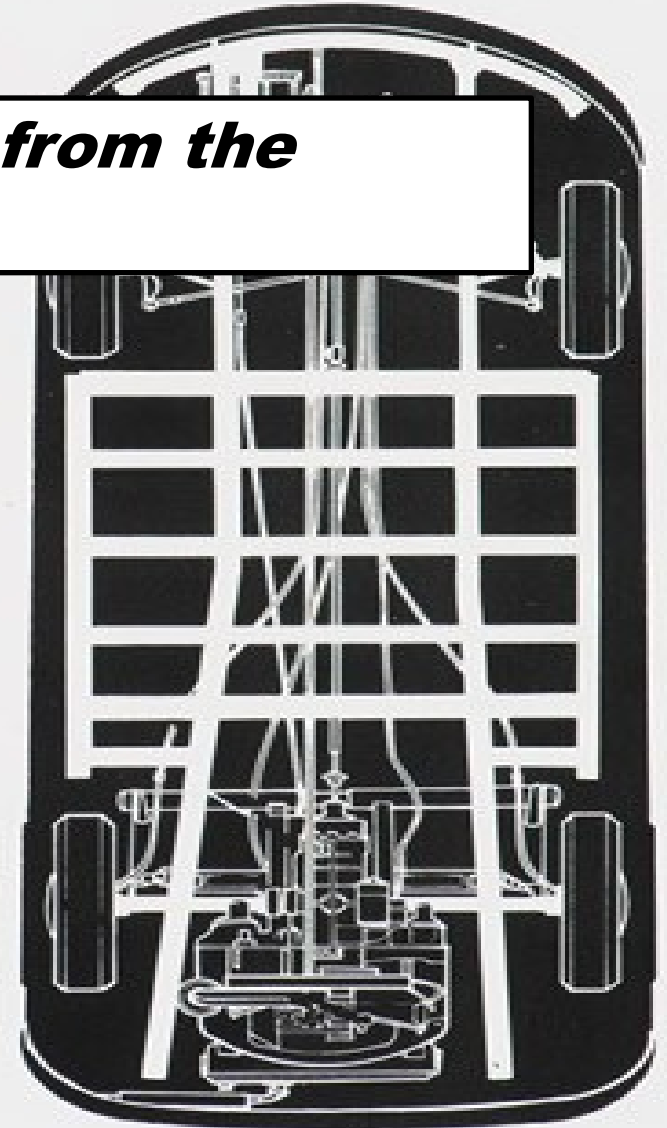
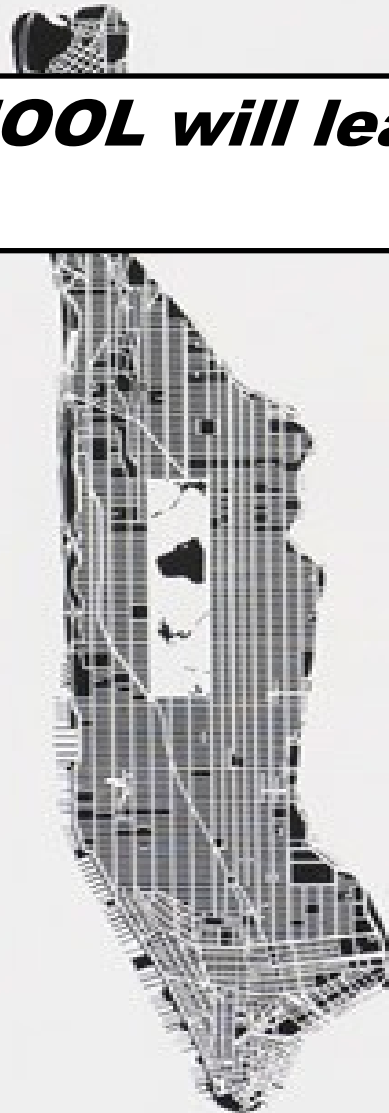


An Organism
Bone Structure

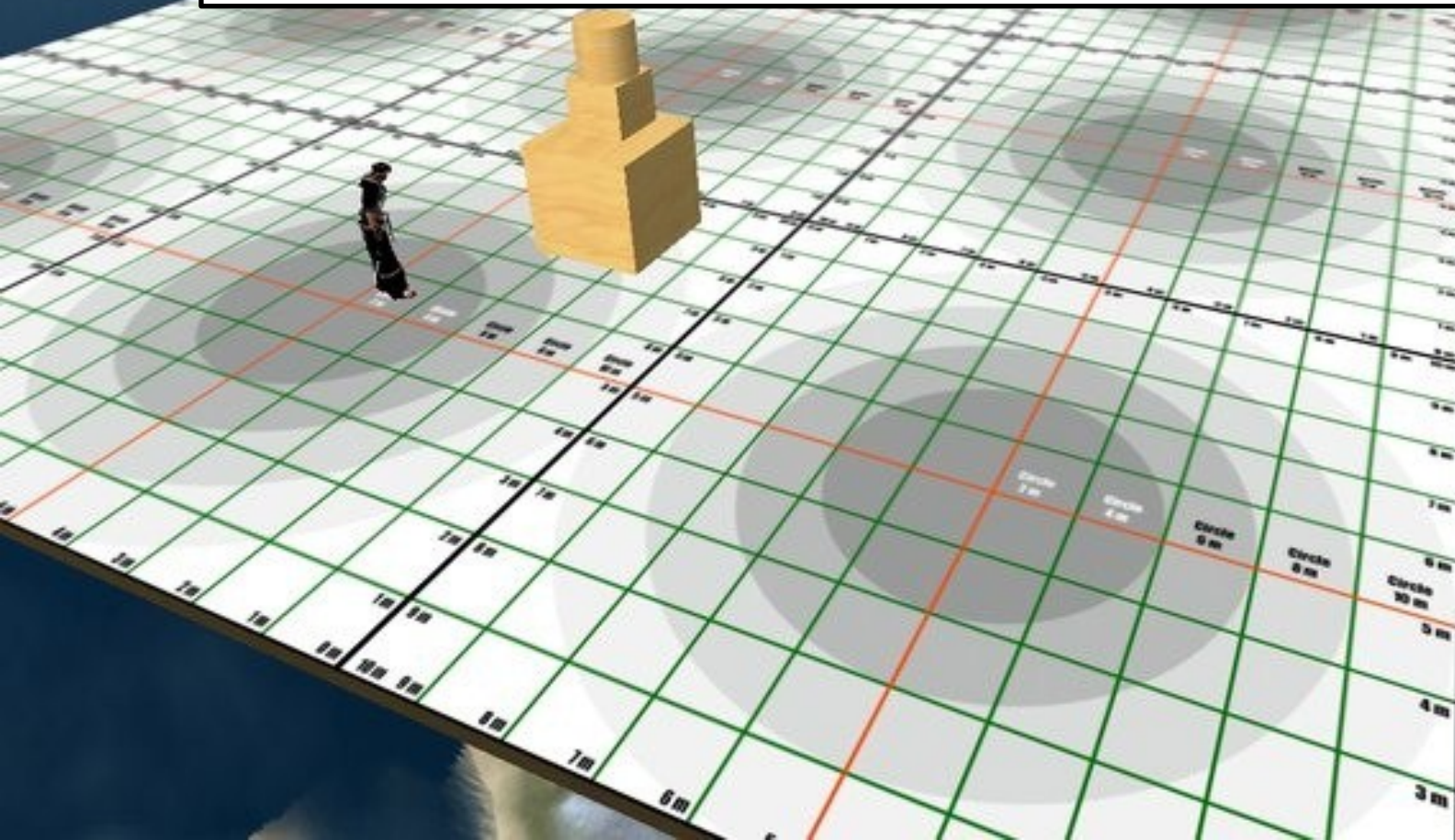
A City
Street Structure

A Mechanism
Frame Structure

DESIGN SCHOOL will learn from the world.



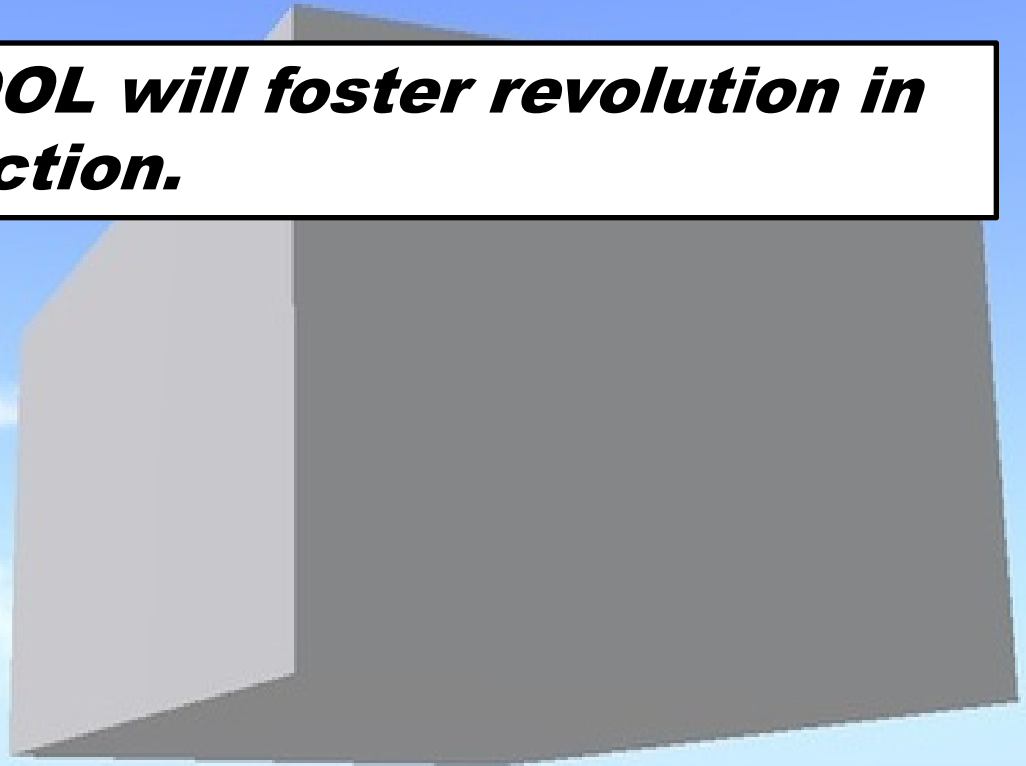
***DESIGN SCHOOL will be critical of
futures and future critiques.***



A 3D wireframe architectural rendering of a modern building complex. The scene is set on a floor made of a perspective grid. In the background, a tall, rectangular tower stands. In the foreground and middle ground, there are several interconnected, low-rise building volumes. These volumes feature various geometric forms, including rectangular blocks, open-air courtyards, and cantilevered sections. The entire structure is composed of a grid of lines, giving it a transparent, skeletal appearance. The lighting is soft, creating subtle shadows that define the spatial relationships between the different parts of the building.

DESIGN SCHOOL will reveal new possibilities.

***DESIGN SCHOOL will foster revolution in
thought and action.***





DESIGN SCHOOL will stimulate possible future scenarios.



DESIGN SCHOOL will sponsor new projects to modify known, not known, accepted, and unaccepted conditions.

FAIL

Los Angeles

THE ARCHITECTURE OF FOUR ECOLOGIES

DESIGN SCHOOL will identify new platforms for ecologies, societies, cultures and economies.



A black and white photograph capturing a scene of civil unrest. In the foreground, a line of soldiers in helmets and carrying rifles is seen from behind, moving across a grassy area. To their left, a group of people, some in civilian clothes and others in uniform, are walking. In the background, a large, multi-story building is engulfed in flames, with thick smoke billowing into the air. The overall atmosphere is one of chaos and conflict.

DESIGN SCHOOL is an important initiative to remedy hubris.

Google books Ngram Viewer

Graph these **case-sensitive** comma-separated phrases:

Share 0

between

DESIGN SCHOOL is an arena for undisciplined, irresponsible, unethical, and ignorant design.



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Tomorrow's vacation

With computers and robots doing most of your work, you're going to have more leisure time in the future. You'll want to enjoy this extra time – and here computers and robots will again come to your aid.

Suppose you feel like a vacation. Planning it is easy. On the viewscreen of your home

not the end...

...the Space Islands. These are a group of huge space colonies that are resorts for people from Earth, the Moonbase and other space colonies. They have different climates in order to attract all kinds of tourists, and you choose a colony that is like several South Sea islands inside. However, unlike the real South Sea islands, you can play weightless games there and experience other such delights that only the Space Islands can offer.

Getting from your home to the colony is a long and complicated journey, but your computer arranges all the various stages of the trip, books your seats, reserves your hotel rooms . . . and pays your bills.

Then it's off on a whole variety of robot transports as exciting as the vacation itself – beltways, autotaxis, high-speed monorail trains, underground vacuum bullet trains, mammoth jets, space shuttles and finally a spacecruiser out to the colony.

You're there at last, and a wonderful

▽ **Portable interpreters** worn around the neck enable people to speak to each other in the Space Islands. The computers in them can listen to one language and instantly feed a

Earth, and so their languages vary. You've chosen one in which Spanish is spoken. You can't speak Spanish, so you hire a portable computer that translates instantly from one language to another.

